

Request for Qualifications

Professional Services

Center City Comprehensive Wayfinding System

Greenville, North Carolina

February 2007



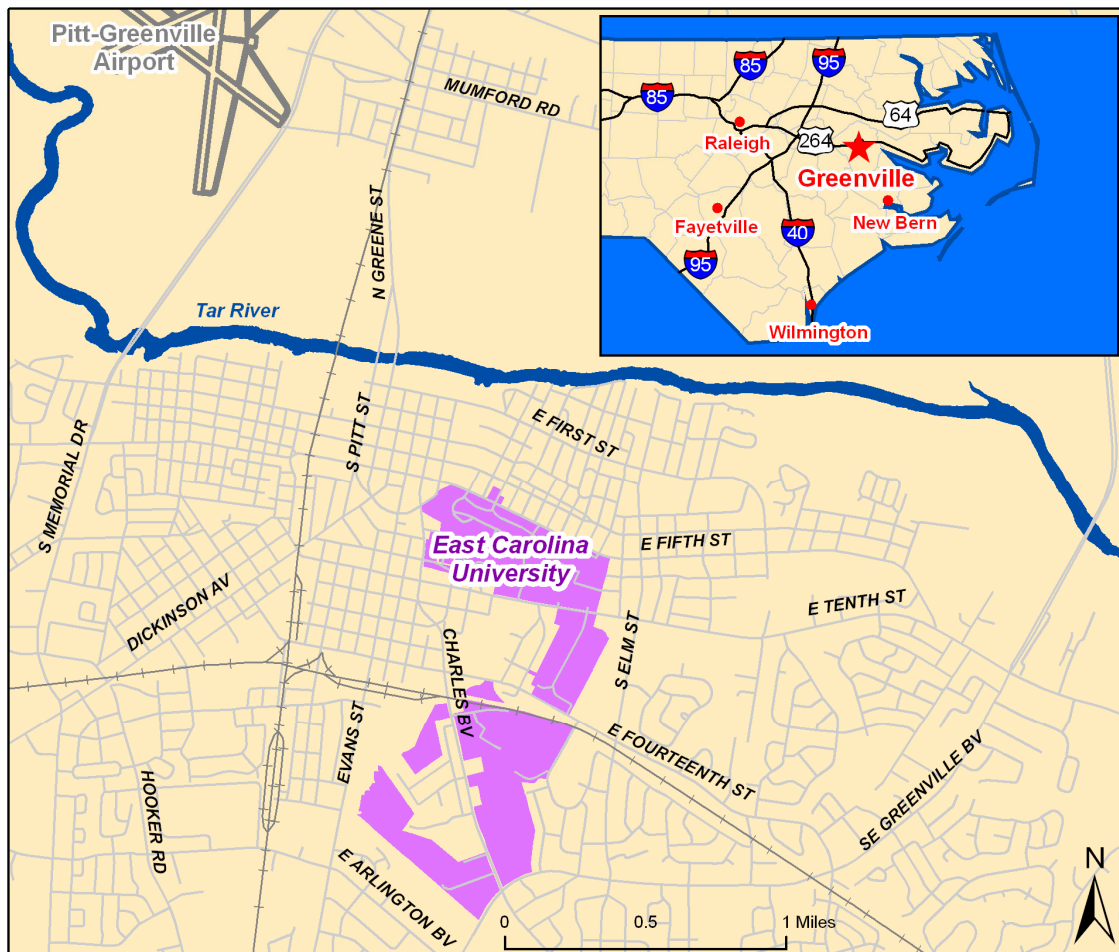
Proposal Deadline: March 16, 2007 4:00 p.m. EST

For information regarding this RFQ,
Contact:

Carl Rees
Project Manager
crees@greenvillenc.gov
252-329-4510

1.0 City & Area Overview

The City of Greenville is a thriving economic hub in the heart of eastern North Carolina that serves as the center of commerce, healthcare and education for the region. The City has enjoyed a sustained period of population growth and economic investment in recent years, leading to a current municipal population approaching 70,000 persons.



Center City Project Area – Greenville, NC

As with many cities across the nation, Greenville is seeking to capitalize on recent trends pointing to renewed interest in the “traditional urban core” of the city. Toward this end, the Greenville City Council established a Redevelopment Commission in the fall of 2002, charging the group with developing and implementing a plan to revitalize Greenville’s traditional central business district and surrounding neighborhoods. The Center City – West Greenville Revitalization Plan, a strategic revitalization planning document, was adopted in March of 2006, and was followed by adoption of the Center City – West Greenville Streetscape Master Plan in December of that same year. Copies of

both the Streetscape Master Plan and the Revitalization Plan may be viewed at www.greenvillenc.gov/urbandevelopment

With a diverse mix of entertainment, governmental and cultural venues, Greenville's Center City is poised to blossom in the coming years through a mix of public and private sector investment. It is the intent of this wayfinding project to build upon that renewed interest, and to actively promote the commercial, cultural and civic activities that take place in the Center City.

2.0 The Project

2.1 Project Approach

The Redevelopment Commission of Greenville seeks a qualified firm or team to design and implement a comprehensive wayfinding system that facilitates wayfinding throughout the Center City area, while following the general themes established in the Streetscape Master Plan. This wayfinding signage system should address the needs of visitors and residents using all modes of transportation. Implementation of a comprehensive wayfinding system in the Center City is one of the earliest public projects implemented by the Redevelopment Commission and thus should be flexible enough such that the system can be easily altered and expanded as Greenville's Center City continues to change and grow.

2.2 City and Public Participation

As noted above, the Redevelopment Commission sponsored a streetscape master planning process that lasted throughout much of the 2006 calendar year and included significant public participation opportunities. It is thus expected that public involvement in the design of the wayfinding system will be minimal. It will be expected however that the consultant develop the product such that periodic feedback from city staff and other key stakeholders is possible. At a minimum, the consultant will be expected to make presentations and/or provide periodic updates to the Redevelopment Commission and the Greenville City Council.

The approach suggested by the consultant should include steps designed to insure that the final product will be developed in close consultation with city staff and should allow for the consultant to make revisions based upon those consultations, as well as comments received during various public forums, or, from appointed or elected bodies as described above.

2.3 Proposed Project Elements

Project Area Analysis

- Stakeholder identification

- ❑ Survey of existing wayfinding infrastructure
- ❑ Analysis of traffic and pedestrian circulation patterns
- ❑ Analysis of current and proposed redevelopment plans
- ❑ Survey of key civic, commercial, cultural and educational facilities
- ❑ Analysis of applicable local state and federal codes (DOT, ADA)

Wayfinding System Design

- ❑ Develop aesthetic themes and branding for wayfinding system
- ❑ Prepare detailed sign designs including sign types, sizes, text, poles, and hardware
- ❑ Develop installation locations by sign size and type
- ❑ Prepare sign mock-ups for review and comment by stakeholders
- ❑ Facilitate all necessary compliance measures with local, state and federal codes

Sign Production

- ❑ Prepare detailed specifications and drawings to include sign dimensions letter heights, color schemes, materials and mounting details
- ❑ Prepare sign location plans
- ❑ Develop cost estimates for fabrication and installation
- ❑ Develop bid documents for sign fabrication and purchase of poles and hardware
- ❑ Issue bid documents, review bids and recommend fabricators to the Redevelopment Commission

Installation

- ❑ Develop bid documents for wayfinding system installation
- ❑ Issue bid documents, review bids and recommend installation contractor to the Redevelopment Commission
- ❑ Monitor and consult with the Redevelopment Commission during installation
- ❑ Conduct final inspection at the completion of installation
- ❑ Document “punch list items” and submit to installer/fabricator as required (staff working on behalf of Redevelopment Commission responsible for last two items if turnkey contract)

2.4 City of Greenville Responsibilities

The City of Greenville will be responsible for:

- ❑ Arranging, scheduling, and providing facility space for meetings and public forums
- ❑ Stakeholder and community notification for all meetings and public forums

- ❑ Providing the consultant with comprehensive geographic information for the project area as required, either in hard copy maps at scale, or, as GIS digital data based on aerial photography and tax data (Preferred)
Note: No survey work provided by City
- ❑ Providing the consultant with copies of relevant City of Greenville plans, ordinances, design guidelines and special plans including but not limited to the Horizons Comprehensive Plan, the Center City – West Greenville Revitalization Plan, the Recreation Master Plan, the Greenville Thoroughfare Plan, and the Center City – West Greenville Streetscape Master Plan

The City of Greenville through its project manager will work closely with the consultant to answer questions, make decisions, provide guidance and assist with coordination where needed. The City's responsibilities do not include doing research and design tasks for the consultant.

2.5 Schedule

2/16/2007	Proposals mailed to consultants
3/16/2007	Proposal due date
3/19 – 3/30/2007	Proposal Review
4/16 – 4/20/2007	Interviews with shortlist firms
4/23 – 6-1/2007	Scope & contract development
6/5/2007	Award of Contract by Redevelopment Commission
6/8/2007	Notice to proceed
12/31/2007	Project completion

3.0 Proposal Requirements

3.1 Submittal

In order to be considered, ten (10) copies of the proposal must be received by the City of Greenville on or before March 16, 2007, by 4:00 p.m. EST. All proposals must be delivered in a sealed envelope marked: Center City Wayfinding Proposal. All materials submitted in response to this request for qualifications become the property of the City of Greenville and may be returned at the option of the City. Any proposals received after the deadline will not be considered.

Proposals may be mailed or delivered to:

City of Greenville
Community Development Department
Att. Mr. Carl Rees
P.O. Box 7207
201 West First Street
Greenville, NC 27835

3.2 Proposal Format

Cover Letter

Briefly describe why your firm is interested and should be considered for this project. Also, provide contact information for any questions or additional requests for information that may arise during the review of your proposal.

Consultant Background

Provide the following information for the lead consultant and any proposed sub-consultants: Firm names, background, history, number of years in business, size of firm, number of employees dedicated to this project and their proposed responsibilities to this project. Please include applicable professional registrations of team members as well as any specialized experience in applicable areas.

Experience

List a minimum of four recent projects similar to this one completed by your firm or team. The list should include project name, a brief description of the project, project budget, client name and client contact information.

Project Approach

Briefly outline your technical and procedural approach for completing the wayfinding project. Each respondent should be sure to describe the capabilities of your firm or team to complete each of the four project elements. If your firm has the capability to complete all phases of the project as a “turn-key” job, please indicate such. Finally, please describe key issues and potential problems facing this project and how your firm or team would address these issues.

Cost efficiency

Discuss any opportunities for incorporating cost saving measures into this project. Respondents should feel free to reference examples of previous projects where cost effective measures have been successfully implemented.

Equal Employment Opportunity Statement

The City of Greenville does not discriminate in administering any of its programs and activities. The consultant awarded the contract for work on this project will be required to insure that no person shall be denied employment, fair treatment or be discriminated against on the basis of race, sex, religion, age, national origin or handicap.

4.0 Selection Process

4.1 Proposal Review Team

The proposal review team will consist of three to five City of Greenville staff members as well as representatives of the Greenville Redevelopment Commission.

4.2 Selection Criteria

Criteria for the selection of the consultant will include but not be limited to:

- ❑ Ability to undertake and complete the project within the stated time frame
- ❑ Previous performance with similar projects
- ❑ Technical approach to the project
- ❑ Proven ability to complete comparable projects
- ❑ Qualifications of key personnel
- ❑ Cost efficiency
- ❑ Creativity and innovation

4.3 Process

The proposal review team will evaluate all proposals submitted on time to determine those firms that will be granted an interview. Costs for developing the proposal and costs attributed to any interviews are at the consultant's expense and will not be reimbursed. Following the interviews, City of Greenville staff will attempt to negotiate an agreement with the top ranked firm. If no agreement can be reached with the top ranked firm, that firm will be dismissed and staff will proceed to the second ranked firm and so on, until an agreement can be negotiated that is satisfactory to both parties.

5.0 Questions

In an effort to ensure that all potential respondents to this proposal have access to the same information, all questions should be posed via email to Mr. Carl Rees, Project Manager at the following email address: crees@greenvillenc.gov

Questions will be posted along with appropriate responses on the Community Development Department's website at www.greenvillenc.gov/urbandevelopment

Questions will be accepted until March 12, 2005 and will typically be responded to within one business day.

END OF REQUEST FOR QUALIFICATIONS